



IT'S A KNOCKOUT CHALLENGE 2005



Public Relations

5TH MAY 2005, HOLLAND PARK, LONDON, 3PM



"It's not just our products that are a winning combination - but our people too!! Another first for Kitchen Range Foods! A great day had by all whilst raising money for our industry charity!"

David Young, Kitchen Range Foods, Winners 2004



"A chance to informally network in foodservice."
Mark Lyddy, Tilda Foodservice

Come along and compete head to head with other industry teams and experience an afternoon of inflatables, props and foam galore! This really is the most fun event in the industry's calendar, so get your team signed up now!

If you missed out on last year's fun and frolics in the park, now's the chance to book your team for 2005!

Companies who signed up in 2004:

- | | |
|----------------------------|---------------------------------|
| 3663 First for Foodservice | Kitchen Range Foods |
| Aramark | Moto Hospitality |
| Bagel Factory | P&G Professional |
| Caterer & Hotelkeeper | Portfolio International |
| Charlton House | Restaurant Associates |
| Caterer.com | The Sauce Company |
| CCA | Tilda |
| Compas Group | Twinings |
| Debenhams | Westler Foods |
| Dewberry Boyes | What Matters |
| Hobart | William Murray Public Relations |
| Jellybean | |

Teams will need to arrive by 2.30pm ready for the games to start at 3pm on the Sports Field. The games will finish at approx 5.30pm, but the fun doesn't stop then. There will be a BBQ, bar and a fun awards ceremony to crown the winners. The event will finish at 8.30pm, and the park closes at 9.00pm.

Whatever the weather be prepared to get very wet!!

GUARANTEED FUN FOR ONLY £650 INCLUSIVE, FOR A TEAM OF 10.



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GAMES DESCRIPTION

THE GREAT ESCAPE

There's water and foam a plenty in this amazing game of speed and slippery action. A relay based sprint where you will have to squeeze through the tunnels and inflatable fence in a break for freedom

PINBALL WIZARD

You'll be flipped and spun by the time you've played this giant pinball game. After squeezing through the flippers and bashers you will need to search the ball pit at the end to find the elusive pinball.

THE CHICKEN RUN

It's laying time at the farm....Your team have to assist the Giant Chicken in collecting as many eggs as possible from the chicken shed. It's no easy task with giant wings and straw bales to tackle along the way.

SPACE HOPPER RELAY

This game takes you straight back to your childhood. On adult sized space hoppers, your team has to negotiate our obstacle course as fast as possible. Watching your bouncing colleagues is guaranteed to cause a laugh.

GIANT MINEFIELD

Using a bucket with more holes than a colander, participants must 'tip-toe' across the minefield inflatable to put as much water in the measuring cylinder as possible. The more water a team accumulates, the better their chances of winning!

SLIPPERY SLOPE

Because there "ain't no mountain high enough" we've built an inflatable substitute! You'll be required to carry jigsaw pieces across the obstacle. Solve the puzzle on the other side and your pioneering exploits will earn you points.

COMBAT ZONES

Catapult to victory using our uniquely designed bungee mechanism that will fire water-soaked sponges to your waiting colleagues. The giant inflatable castle surround makes this extremely visual and involves the whole team.

SKI CRAZY

Backwards and forwards at the same time on our specially modified skis makes our slalom course all the more fun. This relay game is designed to test your team working to the limit.

Look what's in store for you – an afternoon of complete mayhem!



"A chance to let loose your competitive streak and slaughter the competition."

**Alan Dewberry,
Dewberry Boyes.**



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TEAM CAPTAIN NOTES

ENTERING A TEAM

To enter a team all you have to do is fill out the team sheet included on page 6, and send with payment or invoicing instructions. Each team must consist of 10 members, however it is advisable to have a few reserves trained up in case of last minute problems! Alternatively, if you are unable to get a team together, why not put forward a few of your fittest to join up with other industry colleagues to form the perfect team of 10.

INDIVIDUAL SPONSORSHIP

As well as the team entry fee, we do hope that we can count on your support to raise individual sponsorship to make the event even more successful in fundraising terms. Sponsorship forms can be found on page 7 and 8. Please copy them to make sure that every team player has a personal copy. Team captains are responsible for collecting all sponsorship monies and sending one cheque to Hospitality Action by 18th August 2005.

GAMES SPONSORSHIP

Ok, so you've booked your team or are about to! Why not increase your presence on the day and have a game(s) named after your company or product? There are 8 games in total. All you have to do is decide which game(s) you would like to sponsor and name, then return the form on page 5. All we ask is that a donation of £500 is made to Hospitality Action.

Sponsoring a game also entitles you to invite 5 spectators free of charge to cheer on your team.

IT'S A KNOCKOUT PRIZES

Not only will you have a fantastic day, but there are also prizes to be won!!

Winning team on the day will win:

- A medal for each team member and a bottle of champagne for the team to celebrate their victory win!
- A meal for the champions courtesy of a major HA supporter.

The best team name will win:

- Three bottles of champagne.

SPECTATORS

Whilst the teams are getting wet and wild, spectators will be able to get involved by participating in some slightly less strenuous activities. Entry into the park is £5 on the day. Spectator activities are an additional £1 a go. A cash bar for alcoholic drinks will be available for both competitors and spectators during the event.

RAFFLE

In addition to the fun you will have on the day you could also win one of four fabulous prizes. You can either buy raffle tickets for £5 a strip on the day or you can pre pay with your team entry on page 6.



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“An opportunity to get closer to your customers and build partnerships.”

Andy Kemp,
3663 First For Foodservice



OTHER INFORMATION

BBQ & BAR

All competitors and spectators can look forward to a complimentary BBQ and soft drinks throughout the event. (Armbands for competitors will be issued on confirmation of entry in order for easy identification at the event).

FACILITIES AT THE PARK

Changing facilities will be available for competitors from 2.30pm onwards in either the cricket club or the event marquee. Toilets are also available in the cricket club changing rooms. Please make sure you bring an extra set of dry clothes to change into after the games have finished.

SECURITY

Neither Hospitality Action nor Holland Park can accept responsibility for any valuables left in the changing areas. You are advised therefore to bring a minimal amount of valuables and leave them with your spectators rather than unattended in the public changing areas. The park police will be on duty in the park for the duration of the event.

MEDICAL FACILITIES

There will be a paramedic in attendance for the duration of the event should anyone require assistance. However please note that Hospitality Action and Holland Park are not responsible for any injuries. You will be required to sign an insurance waiver upon entry.

DIRECTIONS AND MAP

There is a map and directions at the back of this pack showing how to get to Holland Park.



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GAMES SPONSORSHIP

Contact name
for correspondence: _____

Title: _____

Company Name : _____

Company Address : _____

Postcode : _____

Tel : _____ **Fax :** _____

E-mail: _____

We would like to sponsor the following game(s) below:

New name for the game:

- | | | |
|-----------------------|--------------------------|-------|
| 1. The Great Escape | <input type="checkbox"/> | _____ |
| 2. Pinball Wizard | <input type="checkbox"/> | _____ |
| 3. Chicken Run | <input type="checkbox"/> | _____ |
| 4. Space Hopper Relay | <input type="checkbox"/> | _____ |
| 5. Giant Minefield | <input type="checkbox"/> | _____ |
| 6. Slippery Slope | <input type="checkbox"/> | _____ |
| 7. Combat Zones | <input type="checkbox"/> | _____ |
| 8. Ski Crazy | <input type="checkbox"/> | _____ |

You will be informed if your first choice game is not available.

- We enclose a cheque for £500 made payable to Hospitality Action.
- Please invoice us for £500 (Please advise if invoice address is different).

All sponsors will be required to supply a high resolution tif/eps/jpeg of their organisation's logo by 18th April very latest on email to astrid@hospitalityaction.org.uk for inclusion in event materials.

AS PART OF YOUR GAME SPONSORSHIP YOU WILL BE ABLE TO INVITE 5 SPECTATORS FREE OF CHARGE TO CHEER YOUR TEAM ON.

Please post cheque and form to :
Astrid Wears-Taylor
Hospitality Action, Tower
42, Level 17, 25 Old Broad Street,
London, EC2N 1HQ



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TEAM SHEET

Contact name
for correspondence: _____

Title: _____

Company Name : _____

Company Address :

Postcode : _____

Tel : _____ **Fax :** _____

E-mail: _____

Don't worry if you do not know all the team members names yet, or if they change on the day, this is just to give us a guide and to help you get your team together.

Why not be creative and give your team a name the others won't forget!

Team Name : _____

Team Captain: _____

Team members

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

TEAMS - £650 PER TEAM

We enclose a cheque for £650 made payable to Hospitality Action plus £ _____ for _____ raffle tickets (£5 per ticket) **TOTAL** _____

OR

Please invoice us for £650 (Please advise if your invoice address is different from above) plus £ _____ for _____ raffle tickets (£5 per ticket) **TOTAL** _____

Please post cheque and form to :
Astrid Wears -Taylor, Hospitality Action,
Tower 42, Level 17, 25 Old Broad Street,
London, EC2N 1HQ

INDIVIDUALS - £65 PER INDIVIDUAL

I enclose a cheque for £ _____ for _____ individuals made payable to Hospitality Action plus £ _____ for _____ raffle tickets (£5 per ticket) **TOTAL** _____

OR

Please invoice us for £ _____ for _____ individuals plus £ _____ for _____ raffle tickets (£5 per ticket) **TOTAL** _____

All team sheets and monies must be received by 18th April latest. Don't forget, all teams are required to supply a high resolution eps/jpeg/tif of their organisation's logo on email to astrid@hospitalityaction.org.uk for inclusion in event materials.



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HOW TO GET TO 'IT'S A KNOCKOUT'

PUBLIC TRANSPORT

The best way to get to Holland Park is by public transport. The park is located within easy walking distance of both Holland Park and High Street Kensington tube stations. There are park entrances near each station on Holland Park Avenue and High Street Kensington.

PARKING

There is very limited (max 50 spaces) pay and display parking at the park. The car park entrance is on Abbotsbury Road. Further parking can be found at NCP car parks located on High Street Kensington, under the Town Hall, the junction of High Street Kensington and Holland Road and Warwick Road.

COACHES & MINI BUSES

Coaches and mini buses are advised to use the Ilchester Road entrance, which is the nearest drop off point to the sports field. Parking is available at the Warwick Road Coach Park nearby.

